

## CLAIMS

What is claimed is:

- 5 1. A data processing method comprising:  
generating a Web page at a server;  
generating a script, wherein the script comprises a  
function that returns to the server time-on-page metric  
data corresponding to an amount of time that the Web page  
10 is presented by the client; and  
inserting the script into the Web page.
- 15 2. The method of claim 1 further comprising:  
receiving from a client a request message for the  
Web page;  
generating a response message, wherein the response  
message comprises a message body with the Web page;  
sending the response message to the client.
- 20 3. The method of claim 1 wherein a proxy server between  
the client and the server performs the inserting step.
- 25 4. The method of claim 1 wherein the function is  
evaluated when a browser application at the client  
determines to present a different Web page other than the  
Web page in which the script was inserted.
- 30 5. The method of claim 4 wherein the function is  
registered with an event handler that is invoked when the  
browser application performs a page unload operation.

6. A data processing method comprising:

sending from a client to a server a request message  
for a Web page;

receiving a response message, wherein the response  
5 message comprises a message body with the Web page;

interpreting the Web page, wherein the Web page has  
an embedded script comprising a function that returns to  
the server time-on-page metric data corresponding to an  
amount of time that the Web page is presented by the  
10 client;

presenting the Web page at the client;

in response to a determination to present a  
different Web page, evaluating the function; and

in response to evaluating the function, sending  
15 time-on-page metric data to the server.

7. The method of claim 6 further comprising:

registering the function with an event handler in  
the browser application; and

invoking the event handler when the browser  
20 application performs a page unload operation.

8. The method of claim 6 further comprising:

retrieving a presentation start time when the  
25 embedded script is interpreted;

retrieving a presentation end time when the function  
is evaluated; and

computing the time-on-page metric data as the  
difference between the presentation start time and the  
30 presentation end time.

9. The method of claim 6 wherein the time-on-page metric data is sent to the server as parameter data in a request message for a second Web page.

- 5     10. The method of claim 6 wherein a response for the  
second Web page contains a no-content or null response  
code.

11. An apparatus comprising:

means for generating a Web page at a server;

means for generating a script, wherein the script comprises a function that returns to the server

time-on-page metric data corresponding to an amount of time that the Web page is presented by the client; and

means for inserting the script into the Web page.

12. The apparatus of claim 11 further comprising:

means for receiving from a client a request message for the Web page;

means for generating a response message, wherein the response message comprises a message body with the Web page;

means for sending the response message to the client.

13. The apparatus of claim 11 wherein a proxy server between the client and the server performs the script insertion.

14. The apparatus of claim 11 wherein the function is evaluated when a browser application at the client determines to present a different Web page other than the Web page in which the script was inserted.

15. The apparatus of claim 14 wherein the function is registered with an event handler that is invoked when the browser application performs a page unload operation.

16. An apparatus comprising:

means for sending from a client to a server a request message for a Web page;

means for receiving a response message, wherein the response message comprises a message body with the Web page;

means for interpreting the Web page, wherein the Web page has an embedded script comprising a function that returns to the server time-on-page metric data corresponding to an amount of time that the Web page is presented by the client;

means for presenting the Web page at the client;

means for evaluating the function in response to a determination to present a different Web page; and

means for sending time-on-page metric data to the server in response to evaluating the function.

17. The apparatus of claim 16 further comprising:

means for registering the function with an event handler in the browser application; and

means for invoking the event handler when the browser application performs a page unload operation.

18. The apparatus of claim 16 further comprising:

means for retrieving a presentation start time when the embedded script is interpreted;

means for retrieving a presentation end time when the function is evaluated; and

means for computing the time-on-page metric data as the difference between the presentation start time and the presentation end time.

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[illegible]

21. A computer program product in a computer readable medium for use in a data processing system comprising:

instructions for generating a Web page at a server;

instructions for generating a script, wherein the script comprises a function that returns to the server time-on-page metric data corresponding to an amount of time that the Web page is presented by the client; and

instructions for inserting the script into the Web page.

22. The computer program product of claim 21 further comprising:

instructions for receiving from a client a request message for the Web page;

instructions for generating a response message, wherein the response message comprises a message body with the Web page;

instructions for sending the response message to the client.

23. The computer program product of claim 21 wherein a proxy server between the client and the server performs the script insertion.

24. The computer program product of claim 21 wherein the function is evaluated when a browser application at the client determines to present a different Web page other than the Web page in which the script was inserted.

25. The computer program product of claim 24 wherein the function is registered with an event handler that is invoked when the browser application performs a page unload operation.



26. A computer program product in a computer readable medium for use in a data processing system comprising:

instructions for sending from a client to a server a request message for a Web page;

5 instructions for receiving a response message, wherein the response message comprises a message body with the Web page;

10 instructions for interpreting the Web page, wherein the Web page has an embedded script comprising a function that returns to the server time-on-page metric data corresponding to an amount of time that the Web page is presented by the client;

instructions for presenting the Web page at the client;

15 instructions for evaluating the function in response to a determination to present a different Web page; and

instructions for sending time-on-page metric data to the server in response to evaluating the function.

20 27. The computer program product of claim 26 further comprising:

instructions for registering the function with an event handler in the browser application; and

25 instructions for invoking the event handler when the browser application performs a page unload operation.

28. The computer program product of claim 26 further comprising:

instructions for retrieving a presentation start time when the embedded script is interpreted;

5 instructions for retrieving a presentation end time when the function is evaluated; and

instructions for computing the time-on-page metric data as the difference between the presentation start time and the presentation end time.

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29. The computer program product of claim 26 wherein the time-on-page metric data is sent to the server as parameter data in a request message for a second Web page.

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30. The computer program product of claim 26 wherein a response for the second Web page contains a no-content or null response code.